

Karen Pace

Projects + Results



# Agenda

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Introduction - Get to know me

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Projects - LinkedIn Articles & Newsletters

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Projects - Pride #andIbelong

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Thank you

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## Karen Pace - Get to know me



- originally from Texas
- live in Melbourne Beach, Florida
- educational background in History and Humanities
- hobbies include travel, sports, books, music, theater
- passionate about the power of social to connect with the masses, the few, the one



## Core values - Get to know me

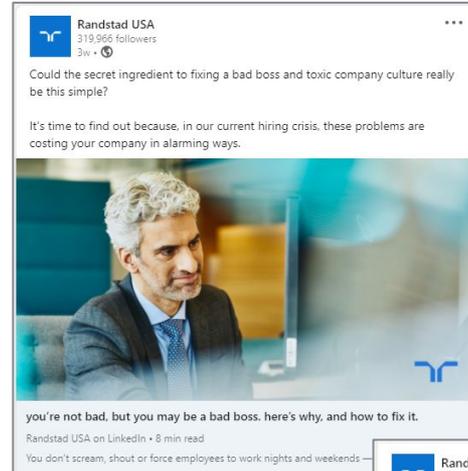
loyalty  
integrity  
service  
creativity  
kindness  
agility  
inclusion



# Projects - LinkedIn Articles & Newsletters

LinkedIn Long Form posts allow Randstad US to move faster on hot topics, be more personal, edgier and in turn more human than traditional articles on our site.

- one of 60 companies worldwide in a beta for [Articles for company pages](#)
- KPIs - organic
  - Impressions
  - Engagement
- key to success: current, you-focused, personal, not promotional
- [LinkedIn Case Study, Product Launch](#), webinar and content
- Impressions performing 3.4x benchmarks
- Engagement performing 12.1x benchmarks



**Randstad USA**  
319,966 followers  
3w • 🌐

Could the secret ingredient to fixing a bad boss and toxic company culture really be this simple?

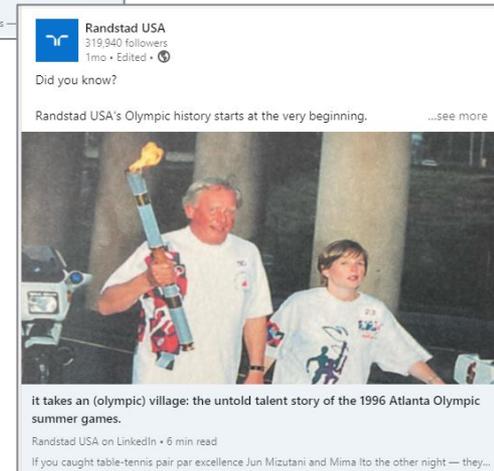
It's time to find out because, in our current hiring crisis, these problems are costing your company in alarming ways.



you're not bad, but you may be a bad boss. here's why, and how to fix it.

Randstad USA on LinkedIn • 8 min read

You don't scream, shout or force employees to work nights and weekends —



**Randstad USA**  
319,940 followers  
Timo • Edited • 🌐

Did you know?

Randstad USA's Olympic history starts at the very beginning. ...see more



it takes an (olympic) village: the untold talent story of the 1996 Atlanta Olympic summer games.

Randstad USA on LinkedIn • 6 min read

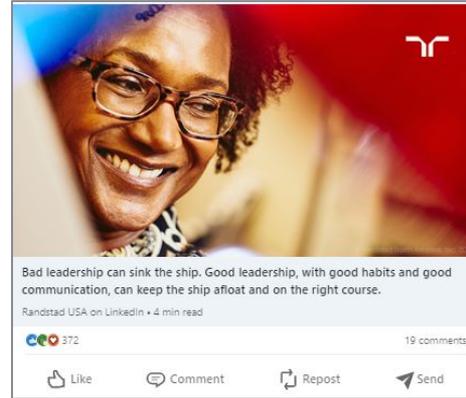
If you caught table-tennis pair par excellence Jun Mizutani and Mima Ito the other night — they...



# Projects - LinkedIn Articles & Newsletters

LinkedIn Newsletters allow Randstad US to expand content reach, increase traffic, grow our audience and reinforce the relationship with our audience.

- one of two companies worldwide in an alpha for [Newsletters for company pages](#)
- KPIs - organic
  - Impressions
  - Engagement
- key to success: you-focused, personal, not promotional
- supports original content, site content, video, etc.
- delivered to Follower emails, no unsubscribe penalty
- Impressions performing 7x benchmarks
- Engagement performing 22x benchmarks



# Projects - #andibelong - Pride 2021 - challenge, solution, results.

**challenge:** To create a social image campaign to celebrate [Pride 2021](#) focused on UGC content. To put the **power of social** and the power of choice into the hands of our employees, Global family and partners.

Users have previously been hesitant to participate in UGC content and submit their own content for Pride because of the fear of shaming, retribution or exposure to the workplace, clients or family. (7 UGC submissions in 2020)

Additionally, we wanted to create a campaign that would allow our Global family and partners to participate. However, to do so, they would need the ability to change logos, watermarks, text and languages.

**solution:** The solution was two-fold: Users could share a pre-populated image, or create and customize an image of their own to share on their personal social channels and share with RUSA social channels to show their support for [#andibelong Pride 2021](#).

**results:** What started as a campaign became a takeover and a movement. The success of this campaign was in the people who participated. There were more than **300+** personal social image posts including **100+** customized images. The RUSA team received **23** customized image submissions to share on Brand channels, which meant more than one image per posting day on RUSA Instagram account.

The entire campaign garnered **130K** US brand Impressions\* and **4K** US brand Engagements\*.



# Projects - #andibelong - Pride 2021 - challenge, solution, results



**Karen Wiseman (She/Her) • 1st**  
Talent Acquisition Leadership | Workforce Planning, Recruiting Strategy, Human...  
2w • 📍

No matter who you are and no matter your word, I see the whole you. And you belong. [#andibelong](#) [#pride2021](#) [#leadership](#) [#culture](#)

**i am**  
a mom to a gay son  
& an ally to all



[#andibelong](#)

**Rachel Butas (she/her) • 2nd**  
Delivery Manager at Randstad USA (Randstad Central Delivery)  
1d • 📍

Happy [#PrideMonth](#), everyone! This month we celebrate, and remember the Queer and Trans women who started Pride.

We thank all of the trailblazers who have fought and continue to fight for full equality.

Thank you to the company I work for, **Randstad USA & Randstad Technologies US** for celebrating pride and for allowing me to bring my whole self to work each and every day.

This Pride month, lets recenter our Pride celebrations to ensure trans and racial justice are at the core of everything we do and lets continue to bring awareness to Mental Health.

The **Trevor Project** offers great resources:  
- National Survey on LGBTQ Youth Mental Health  
- Supporting Black LGBTQ Youth Health Health

[#andibelong](#) [#bringyourwholeselftowork](#) [#mentalhealth](#) [#mentalhealthawareness](#) [#happypridemonth](#) [#pride2021](#) [#youmatter](#) [#loveislove](#) [#awareness](#)

**i am**  
lesbian.



[#andibelong](#)

**Dane Burns • 2nd**  
Account Manager at Randstad Technologies US  
2d • 📍

It's Pride Month. With that being said, I am proud to say where I am at today. Even though I came out 10+ years ago at the age of 18, throughout my career I have faced anxiety about how I would let my team or my boss know that I myself was a gay man and a part of [#lgbtq](#) community. I keep my LinkedIn profile professional, however, after the past four years and constant attacks on our community, it's my obligation to make sure that every LGBTQ professional can feel equal and comfortable in the workplace. Take this month to give all of your LGBTQ friends, family members, and co-workers some love. After all, I am just your gay, friendly, neighborhood, Technology recruiter. [#andibelong](#) [#outintech](#)

**i am**  
resilient.



[#andibelong](#)

👍❤️🗨️ 109 • 6 comments

Audra Jenkins SPHR, SHRM SCP, CDP (she/her) likes this

**Martin Sjögren • 2nd**  
Public Key Account Manager at Randstad Sweden  
7h • 📍

På andra sidan Atlanten har [#PrideMonth](#) nu börjat firas. Den har sina rötter i Stonewall och fast det har gått 52 år sedan dess så har [#HTQ](#)-personers rättigheter ännu inte erkänts fullt ut. Det ser dessutom väldigt olika ut...see more

[See translation](#)

**i am**  
human.



[#andibelong](#)

👍❤️🗨️ 52 • 11 comments

👍❤️🗨️ Comment ↪️ Share ↻ Send

Thank you.

